

REMARKS

Claims 79-108 are pending, with claims 79, 90, 107, and 108 being independent. Claims 1-78 have been cancelled and claims 79-108 have been added. This amendment is made in response to the Decision on Appeal made by the Board of Patent Appeals and Interferences on December 10, 2004 ("Board Decision"). Applicants respectfully request reconsideration in light of these amendments and the remarks below.

The Board upheld the final rejection of claims 7, 8, 35 and 36 (now cancelled) as being obvious over Moody (U.S. Patent No. 5,966,533) in view of Okada (U.S. Patent No. 5,956,029). Claims 7 and 8 (which were grouped with claims 35 and 36, respectively, for purposes of appeal) each related to a method of regulating user interface controls by automatically changing an existing collection of user interface controls corresponding to a maturity level of a user. Among other things, claims 7 and 8 recited, "adding" and "removing," respectively, "a user interface control." Applicants had argued that Moody and Okada fail to describe or suggest "adding [or removing] a user interface control." The Board disagreed, pointing to Okada's disclosure of removing scroll bars in an adult user interface and adding up and down buttons in a child user interface. The Board reasoned that "[w]hile a scroll bar does have functionality included in up and down buttons (i.e., clicking on the arrows causes the document to scroll in the indicated direction), the scroll bar does have functionality not included in up and down buttons (e.g., one can quickly move to any part of the document by dragging the scroll box corresponding to the scroll bar)." Board Decision at 7-8.

Newly presented claim 79 obviates the concerns raised by the Board regarding the teachings of Moody and Okada. Claim 79 relates to a method of tailoring a user interface favorites menu for a user and recites, among other things, "providing a first favorites menu related to first content and configured to enable access to the first content by users having a first demographic characteristic," "providing a second favorites menu related to second content and configured to enable access to the second content... by users having a second demographic characteristic..." and "based on the demographic characteristic of the user, automatically selecting a selected favorites menu from among a plurality of favorites menus that include the

first and second favorites menus” (emphasis added). Moody and Okada fail to describe or suggest at least this combination of features recited by claim 79.

In particular, the scroll bar and up/down buttons of Okada are NOT related to the content accessed by the user, and they are NOT configured to enable access to content by a user, and, therefore, fail to disclose or suggest the claimed first and second favorites menus that are both related and configured to enable access by a user to content. For at least these reasons, newly presented claim 79, and its dependent claims, are patentable over Moody and Okada.

Newly presented claim 90 also obviates the concerns raised by the Board regarding the teachings of Moody and Okada. Claim 90 relates to a method of tailoring a user interface toolbar for a user, and recites, among other things, “providing a first user interface toolbar control element related to first content and configured to enable access to the first content by users having a first demographic characteristic,” “providing a second user interface toolbar control element related to second content and configured to enable access to the second content... by users having a second demographic characteristic...,” and “based on the demographic characteristic of the user, automatically selecting a selected user interface toolbar control element from among a plurality of user interface toolbar control elements that includes the first and second user interface toolbar control elements” (emphasis added). Moody and Okada fail to describe or suggest at least these features of claim 90.

In particular, the scroll bar and up/down buttons of Okada are NOT related to the content accessed by the user, and they are NOT configured to enable access to content by a user, and, therefore, fail to disclose or suggest the claimed first and second user interface toolbar elements that are both related and configured to enable access by a user to content. For at least these reasons, newly presented claim 90, and its dependent claims, are patentable over Moody and Okada.

Newly presented claim 107 obviates the concerns raised by the Board regarding the teachings of Moody and Okada. Claim 107 relates to a computer implemented system for tailoring a user interface favorites menu for a user and recites, among other things, “means for providing a first favorites menu related to first content and configured to enable access to the

first content by users having a first demographic characteristic,” “means for providing a second favorites menu related to second content and configured to enable access to the second content... by users having a second demographic characteristic...,” and “means for automatically selecting, based on the demographic characteristic of the user, a selected favorites menu from among a plurality of favorites menus that include the first and second favorites menus” (emphasis added). For at least the reasons discussed above with respect to claim 79, Moody and Okada fail to describe or suggest at least this combination of features recited by claim 107.

Newly presented claim 108 also obviates the concerns raised by the Board regarding the teachings of Moody and Okada. Claim 108 relates to a computer implemented system for tailoring a user interface toolbar for a user, and recites, among other things, “means for providing a first user interface toolbar control element related to first content and configured to enable access to the first content by users having a first demographic characteristic,” “means for providing a second user interface toolbar control element related to second content and configured to enable access to the second content... by users having a second demographic characteristic...,” and “means for automatically selecting, based on the demographic characteristic of the user, a selected user interface toolbar control element from among a plurality of user interface toolbar control elements that includes the first and second user interface toolbar control elements” (emphasis added). For at least the reasons discussed above with respect to claim 90, Moody and Okada fail to describe or suggest at least these features of claim 108.

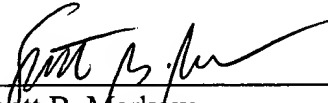
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Respectfully submitted,

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